

**DETAILED ACTION**

1. In the Amendment filed 4/29/2009, claims 1-14 are pending.

**EXAMINER'S AMENDMENT**

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.
3. Authorization for this examiner's amendment was given in a telephone interview with Mr. Mehrle on 6/2/2009 and 6/3/2009.

The application has been amended as follows in view of expediting allowance:

**IN THE CLAIMS:**

- A. Cancel claims 8-14.
- B. Rewrite claim 1 as follows:

**CLAIM 1.** (Currently Amended) A method for custom query generation implemented in a computer-readable storage medium and processed by a computer, comprising:

receiving, by the computer, a query within a segmentation tool, wherein the query is directed to one or more data sources that are not mapped in the segmentation tool, and wherein metadata and data elements of data tables associated with the one or more data sources are unknown to the segmentation tool, unavailable, and unrecognized by query interfaces used by the segmentation tool, and wherein the query is received via an option of the segmentation tool that permits a custom query that is the query to process via a custom query interface even when the metadata is not loaded in the segmentation tool;

receiving, by the computer, a key selection and a table selection for the query, wherein the key and table selections are associated with data elements of a customer hierarchy that is mapped within the segmentation tool to different data sources, the key selection and table

selection received from the segmentation tool via selections made by a business analyst within the segmentation tool;

modifying, by the computer, the query using the key and table selections, the query modified to include an additional portion to the query, the addition portion including wrapping Structured Query Language (SQL) WHERE clause statements used to make a modified query and the modified query now identified as a custom query, the additional portion permits the results from the query when executed, as part of the custom query, to be integrated with the customer hierarchy via the SQL WHERE clause statements that execute as a wrapper within the custom query; to link results of the query to selective data elements of the customer hierarchy associated with the different data sources, wherein the query is modified before the query is modified as the custom query, and the query modified before the query is executed as the custom query; and

generating, by the computer, the a custom query as the wrapper that includes the query before it was modified and the additional portion having the SQL WHERE clause statements based on the query and the modifications, wherein when the custom query is executed within the segmentation tool to generate a customer segment for a marketing campaign and when the query as part of the custom query is executed is generated by querying the unmapped data sources are queried with the query to get the results and then when the additional portion of the custom query is executed against the results from the unmapped data sources the SQL WHERE clause statements are executed by using by querying the mapped and different data sources with the modifications, the modifications use the key and table selections, to acquire the selective data elements from the customer hierarchy in order to produce the customer segment.

#### **Allowable Subject Matter**

4. The following is an examiner's statement of reasons for allowance:

The prior art fails to disclose a method for custom query generation implemented in a computer-readable storage medium and processed by a computer, comprising, in addition to other recited features of the claim, the limitation of "modifying, by the computer, the query using

the key and table selections, the query modified to include an additional portion to the query, the addition portion including wrapping Structured Query Language (SQL) WHERE clause statements used to make a modified query and the modified query now identified as a custom query, the additional portion permits the results from the query when executed, as part of the custom query, to be integrated with the customer hierarchy via the SQL WHERE clause statements that execute as a wrapper within the custom query.”

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled “Comments on Statement of Reasons for Allowance.”

### ***Conclusion***

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MONICA M. PYO whose telephone number is (571)272-8192. The examiner can normally be reached on Mon – Fri 7:00 – 2:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Apu Mofiz can be reached on 571-272-4080. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Monica M Pyo  
Examiner  
Art Unit 2161

06/2009

/Apu M Mofiz/

Supervisory Patent Examiner, Art Unit 2161